



**SHAUN
TOMSON**

PRESS KIT

SHAUN TOMSON



Shaun Tomson has been listed as one of the 25 most influential surfers of the century and as one of the 10 greatest surfers of all time. He was a professional surfer for 14 years, winning the IPS World Pro Championship in 1977 while developing a revolutionary technique for riding inside the tube, the most challenging part of the wave. During his career he was both the youngest and oldest surfer to win a pro event and he is considered to be one of the architects of professional surfing.

Tomson founded, managed and sold two multi-million clothing brands – *Instinct* in the 80's and *Solitude* in the 90's. He is the author of the best-selling book *Surfer's Code*, and the writer and producer of the award-winning documentary film *Bustin' Down the Door*.

He is a Business Finance and Administration graduate from the University of Natal. He is an inductee in the Jewish and South African Sports Hall of Fame and the US Surfing Hall of Fame. He is a

board member and ambassador for Surfrider Foundation, the world's largest environmental group dedicated to protecting the world's oceans, waves and beaches and he received the SIMA Environmentalist of the Year Award in 2002. He is an inspirational speaker and business consultant for some of the world's largest companies and is currently working on new media and apparel projects. He lives with his wife and son in Santa Barbara, California and still finds time to chase the perfect wave.

Men'sHealth

BEST LIFE

WHAT MATTERS TO MEN

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The Best Investment You Can Make, p69

A FLAT BELLY AT 40-PLUS!
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HAUN TOMSON

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His Simple Laws For Living Well • How To Juggle Career Family • The Lessons Every Man Must Teach His Children

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125 Summer Pleasures
Cool Casual Style, p11
Top Restaurants, p6
Secret Beaches, p2

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8 Food World Leaders Ea

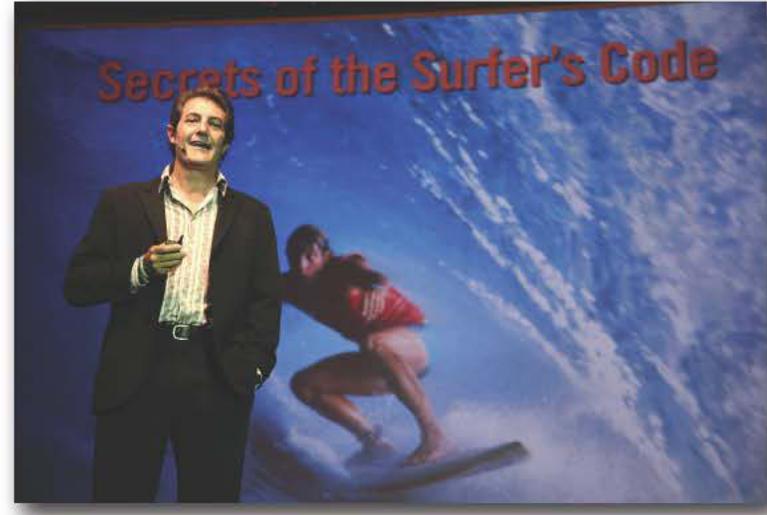
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Entrepreneur, Author, Athlete, Environmentalist, Keynote Speaker



SHAUN TOMSON

Keynote Speaker

"Extremely motivating" - **General Motors**

"Fantastic, perfect" - **Price Waterhouse Coopers**

"An inspiration. Highly Recommend." - **CISCO**

"Eloquent, thought provoking, entertaining" - **Google**

"My team was blown away" - **Toys R Us**

"Fantastic" - **Disney**



THE LIGHT SHINES AHEAD

An evening with Shaun Tomson, former World Surfing Champion, entrepreneur, author, film maker and inspirational speaker.

Wednesday | 3 August 2011 | 18:30
Sandton Sun, Maroela Room | Johannesburg

Shaun Tomson was at the pinnacle of his professional and personal life when his fifteen-year-old son, Mathew, died in a tragic accident. Drawing on the strength of lessons learned from his childhood in South Africa to competition in the world's most dangerous waves, Tomson provides an inspirational account of facing life's hardest challenges by looking toward the light that shines ahead. Tomson tells a story of terrible loss and miraculous rebirth. He reveals that the lessons of a life spent surfing are the lessons of surfing through life: every moment holds the possibility of failure and tragedy, every moment the promise of success and happiness.

Book your ticket at www.shauntomson.co.za



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A Simple Code of Commitment for Success in Life and Business

Shaun talks about the influence of positive values on success in life and business based on his own experiences of overcoming seemingly insurmountable challenges, in and out of the surf. An attitude of Commitment and Positivity is the basis for his unique empowering business philosophy based on his *Surfer's Code - 12 Simple Lessons for Riding through Life*. He has spoken internationally and inspired and touched the hearts of audiences as large as 3,000 people, has shared the stage with well-known personalities including Sir Richard Branson and Malcolm Gladwell, and inspired corporations like General Motors, Cisco, Price Waterhouse, Toys R Us, Sasol, Disney, Google, Primedia, MTN and Adcock Ingram.

SHAUN TOMSON ON TODAY SHOW

THE FORMER WORLD CHAMP LAYS DOWN SOME WISDOM ON KATHIE LEE GIFFORD AND CO.

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Surfing legend shares lessons in life



August 30, 2011 | From Robyn Cumow, CNN

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Walking on the white sands of Durban beach, with South Africa's powerful waves towering in front of him, surfing icon Shaun Tomson feels right at home.

For this legendary athlete, little can rival the sense of exhilaration and peace brought by the jump from land to water.

"There's a moment there when you cross from one universe to another and it always happens the same way," says Tomson.

"All the troubles and worries of the world are behind you: they're left on land and it's just you, the ocean and your board and it's very peaceful and no matter what has happened to you in your life, no matter what struggles you're going through, it's that moment of peace and that moment of cleansing that keeps drawing surfers back."

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VIDEO



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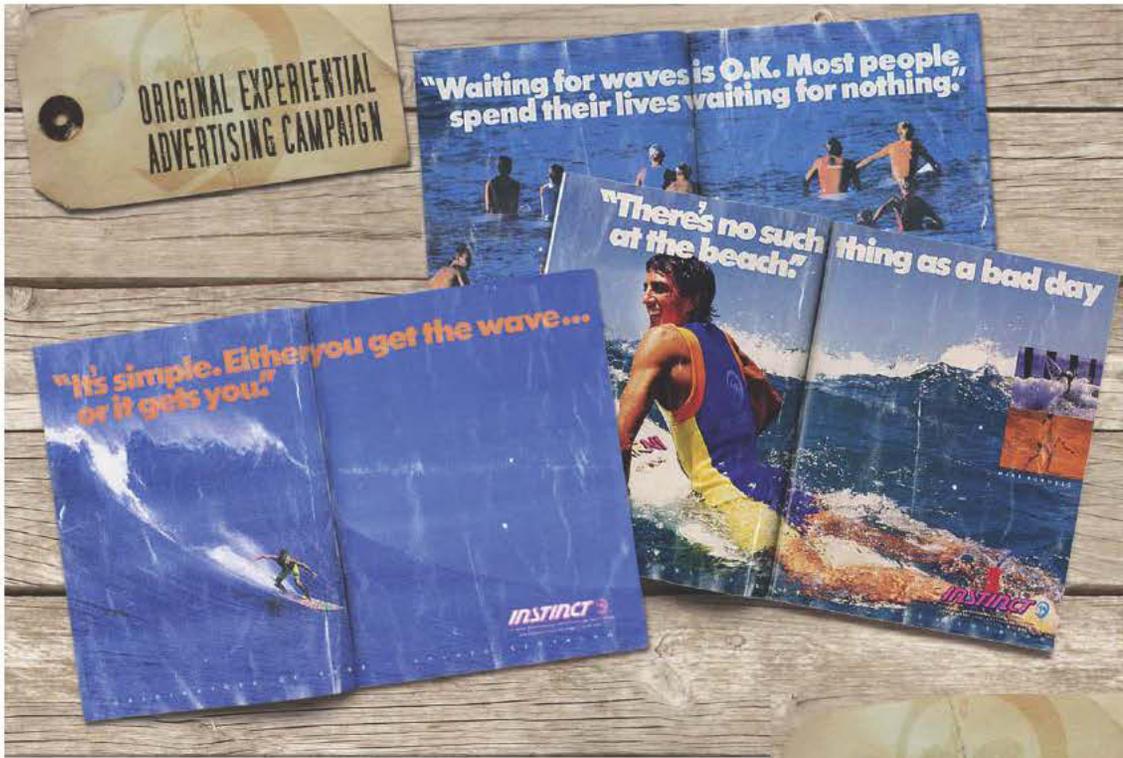
<http://edition.cnn.com/2011/WORLD/africa/08/30/shaun.tomson.surf/index.html>

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GO TO SUMMIT 2009 - VIDEOS







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Sales 1990 \$100 million

Photo: Paul Horn



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Sales 2008 \$50 million

SOLITUDE 

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DESIGNER'S SKETCHBOOK | *Shaun and Carla Tomson*

Salon & STYLE



STYLE OF SOLITUDE

HUSBAND-AND-WIFE TEAM DESIGN CLOTHING TARGETED TO ATTITUDE, NOT AGE.

STYLE | D6

Dear Abby D2 Diversions D2 Comics D4
Names & Faces D2 Entertainment D3 Television D5

DESIGNER'S SKETCHBOOK | *Shaun and Carla Tomson*

Endless summer

Husband-and-wife team cut loose to design a hip, colorful sportswear line from their Montecito studio

By MEGHAN HENNELLY
NEWS-DESK STAFF WRITER

When life becomes too hectic and responsibilities too difficult, we search for an escape. Often it's a trip up the coast, a walk on the beach or a breath of fresh air that balances us and offers some much-needed alone time. We need the escape to survive.

Shaun and Carla Tomson understand that need. As owners of the hit-and-berg sportswear line, Solitude, the successful husband-and-wife team design clothing around the "take-a-break" philosophy.

"Our clothes," said Mr. Tomson in his South African accent, "are for people who have a youthful attitude and love to escape the day-to-day pressures by walking on the beach, swimming in the ocean or watching a sunset, not just sitting in front of the TV passively accepting the world."

It's his experience as a world-champion surfer, which he claimed in 1977, and her love of color schemes that keeps their 5-year-old business prosperous in the ever-changing fashion market. The team succeeded because she designs and he sells.

"Shaun has the looks, and I've got

the brains," said Mr. Tomson from their small Montecito design studio where she relies on help from family. Patrick, the company's chief executive officer, and three in-house employees.

"We make clothes that are easy to care for and can simplify your life. Every line has a strong personality of its own. In our family that thrives on open-air events, the Tomsons' designs have generated a business wave locally at Beach House, Channel Islands Surfboards, Sundance Beach and A-Frames Surf, as well as in some 220 retailers nationwide and three internationally.

Their success abroad isn't surprising in their work-it-play message appeals to anyone who wants a little rest and relaxation. One glance at the popular men's short-sleeved shirt, and you're transported to a beach in Hawaii.

"We are appealing to the gap of people who love the surfing experience but who aren't 15 years old," Mr. Tomson said. Though their target age is between 18 and 30, they get "selling to an attitude rather than an age."

The line retails at affordable prices so that hip Santa Barbarans can wear them, too. The men's line ranges from \$80 to \$140, while the women's line

averages from \$25 to \$100.

To design each season's line, Mr. Tomson selects comfortable fabrics and colors, sketches designs, scans them onto a computer and lays out each line.

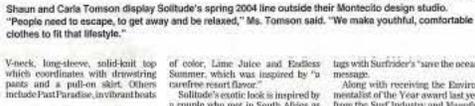
For summer 2004, she chose the men's walk shorts, pants, tanks, board shorts and long-sleeved shirts with a 1970s vibe, that use breath on a blue heat-reactive shirt makes the material turn pink.

"It's the era of freedom, nonmaterialism and a lifestyle of travel to far-away lands and exotic waves," she said. "It's a time to live the surf experience."

Her newest look in the men's line is the jam-dyed stripes and plaids in bright colors over prints that create a vintage effect. The most popular line, Spiritual Trance, features luxury fabrics, distinct colors and cottons that are double silicon laminated and crease resistant.

Ms. Tomson also brought back the women's line after a two-year absence because she noticed an untapped demographic of "the young woman who is still fit and in shape, youthful and hip, and not ready to wear the more middle-aged garments."

Photo: Michael Mateoli



Shaun and Carla Tomson display Solitude's spring 2004 line outside their Montecito design studio. "People need to escape, to get away and be relaxed," Ms. Tomson said. "We make youthful, comfortable clothes to fit that lifestyle."

V-neck, long-sleeve, solid-ink top which coordinates with drawstring pants and a pull-on skirt. Others include Past Paradise, Incontinent Boats

of color, Lime Juice and Endless Summer, which was inspired by a caffeine resort flavor.

Solitude's exotic look is inspired by a couple who met in South Africa as children. They lived together periodically when Ms. Tomson's family first moved there from England. After going their separate ways, Ms. Tomson studied fashion at the prestigious Central Saint Martins College of Art and Design in London and worked for design companies.

Mr. Tomson started business and financing in South Africa and ran his own surf clothing line while surfing professionally. His career on the surfboard taught him about the high and low tides of the business world.

Learned to always paddle back out, always persevere and keep your dream alive," he said of the 36-year experience.

Their love finally sparked years later at a fashion show in South Africa. The two married in 1987, and Matthew Tomson was born three years later. Their first surf line, Tomson's Sportswear, was an instant success, but the couple felt pressure from the country's unstable political climate. "We decided to get out of the country and find a little bit of paradise," Ms. Tomson said.

When the Tomsons moved to the United States in 1994, Mr. Tomson took a job with Patagonia, a notable outdoor clothing company in Los Angeles. There, he discovered the power of a strong business ethic.

"It was the first time I learned that it's possible to be socially and environmentally responsible, be profitable and create a strong business," said Mr. Tomson, who serves on the SurfRider Foundation's advisory board and donates a portion of the board-short profits to the nonprofit.

That environmental awareness is found in Solitude's entire clothing line today. The owners use water-based inks that are nontoxic to the environment and hope to sell a million hand-

made shirts with SurfRider's "save the ocean" message.

Along with receiving the Environmentalist of the Year award last year from the Surf Industry Manufacturers Association, Mr. Tomson has created a "Surfer's code" card that displays his philosophy of life, with sentences like "I will never turn my back on the ocean" and "I will know that there will always be another wave." One card is tucked in every pocket of each board short.

At the Tomsons' routine planning the summer 2004 line, they are optimistic that the country is finally looking ahead after Sept. 11, 2001.

"After Sept. 11, things were so gloomy. All of a sudden, things are turning around, especially the colors," Ms. Tomson said. "There's optimism in the air and the colors are brighter and bolder. Things are getting more sophisticated."

That means summer 2004's colors are "slightly different retro colors — spicy oranges, pinks and acid tones like lime-yellow and green and light and dark olives." The calming shades of blue "encourage you to get back to nature and away from the hectic pace of day-to-day life," the designer said.

The line also introduces a T-shirt collection that incorporates digital photographs of Mr. Tomson's greatest waves to give the clothes a vintage look.

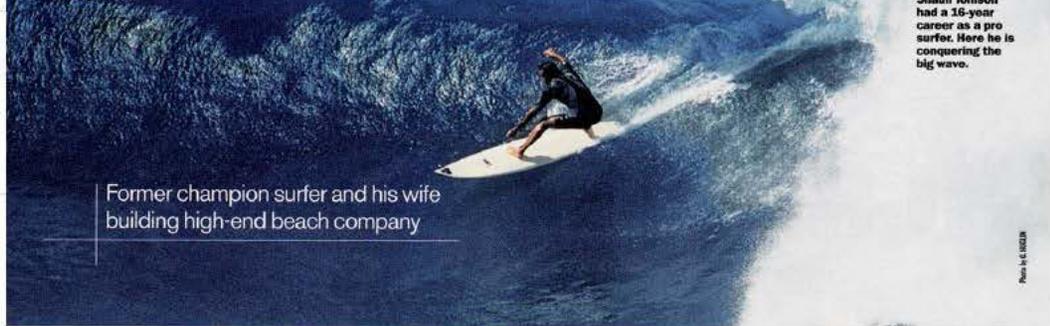
For solitude, Mr. Tomson dunes in the ocean. Ms. Tomson enjoys spending time with son Matthew and looking at surf, internet and surfers.

"It's a vintage fashion that inspires fashion," she said, holding a picture of pebbles which inspired a "natural, pebble look" in one of the shirts.

"Everybody tries to achieve that balance. I think that's what keeps us passionate about our work."

e-mail: info@solitudepress.com

legends



Shaun Tomson had a 16-year career as a pro surfer. Here he is conquering the big wave.

Former champion surfer and his wife building high-end beach company

Shaun Tomson thrives in his solitude

By CATHERINE ROBERTS

After a 16-year career as a professional surfer, Shaun Tomson is hoping to have the same lengthy international success with Solitude, his Santa Barbara, Calif., surf-wear company. Together with his wife, Carla, who holds a master's degree in design from St. Martin's School of Art in London, the South African native moved to the United States in 1995 and created Solitude just two years ago. The young company's brand of high-end surfwear/casualwear is currently available only in the U.S., but Tomson hopes that Solitude will find a market overseas soon.

MANEUVERS: How long were you a professional surfer, and where did you mainly surf?

SHAUN TOMSON: I began in 1965 in South Africa. I was nine years old. The ocean has always been in my blood. My father was a competitive swimmer. He was going to the Olympics when he was attacked by a shark, and it ripped up his arm and ruined his career. Sharks are an ongoing fear of mine, but it's something I've been able to push down. I've been a former world champion, competed in Hawaii, the U.S., Indonesia, Japan, all over Europe — England, France, Spain — Australia, Fiji. I covered a lot of miles. It totaled about 45 contests a year. But they have a small series of events (about 12) that compromise the world championships. I retired in 1989. I still love to surf. Surfing is different from other sports, in that competition is not an integral part of surfing. You can keep surfing long after you can no longer compete.

MANEUVERS: What were the highlights of your surfing career?

TOMSON: Winning the World Championship 1977, winning many of the big events in Hawaii was also a great thrill for me. Also, through my career, being the youngest and the oldest to ever win a professional surfing competition. The professional circuit today is worth about \$6 million. When I was surfing it was only worth about \$90,000. We brought a lot of funding to the sport. We formed a number of surfing associations, including the International Professional Surfer and then the Association of Professional Surfers. I'm also the chairman of the advisory body of Surfing Foundation, which is an environmental group to protect the ocean and the coastline.

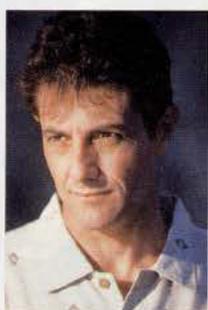
MANEUVERS: After your career, was apparel something you always thought about or was that Carla's influence?

TOMSON: We'd both been in clothing separately. She'd been in a variety of different companies in South Africa, and then I started Instinct (his first apparel company) in 1980 in South Africa. It grew to \$22 million. I had two partners, and we had a messy

fallout. It's still in existence. We were about number three in the market behind Quiksilver and G-etcha. I sold the company when I stopped my professional career in 1989.

MANEUVERS: Why sell a successful business and move to the U.S.? Is the market for apparel better here?

TOMSON: The political climate in South Africa was very volatile so we moved to the U.S. in 1995. I had been an American citizen for a number of years. There was a lot of opportunity here. I think you have a vast market, and I think it's easier to create an international brand in the U.S.A. as opposed to South Africa. We decided to start our own company in 1998. We put out our first product in February 1999. We felt that there was a very large gap in the market — casual sportswear targeting the 20- to 40-year-old customer with a highly disposable income. He's trying to balance his career



Shaun Tomson, founder of Solitude and chairman of the advisory body of the Surfing Foundation

and his family and the sport he's passionate about. I think modern life is hectic and that he can really relate to Solitude. We want to make clothing that fits that escapism experience. We use beautiful fabrics from all over the world — Italy, Germany, the U.S., Japan and Korea. A lot of the top retailers in the country have really grasped the market. We sell in Barneys, Saks and Nordstrom, and some of the best surf shops, best men's clothing stores like Fred Segal, Ron Jon is one of our best accounts.

MANEUVERS: What makes a pro surfer think he can make apparel?

TOMSON: I think the first thing is you have to live the lifestyle and want to wear the products that you're going to be making. The clothes that [my wife] designs and we put in the line are certainly apparel that we wear. I lived the lifestyle for 30 years so I think it's important that you're building product — from the point of view of experience. I see a lot of the big brands in the U.S. today from Polo to Calvin Klein to Abercrombie & Fitch. I think the surf and beach experience is cool and they want to capitalize on it but they are not making authentic products. We understand it and we're authentic. I think the consumers want to wear and buy authentic product and not fake product. I think that we've really defined our target audience that can really relate to the concept of Solitude. Also, I think you have to have a good infrastructure behind you. We recently formed a joint venture with American Fashion in San Diego and created Solitude International.

MANEUVERS: What do you see for the future of Solitude?

TOMSON: Our plans are to continue to build beautiful product, slightly expand our distribution and just grow at a manageable pace. It is hard to do that. I think it's going fast, and there's a lot of demand. We have no international distribution. That's certainly an area we can expand to. ■



Suzie Rottman, left, wears a Wild Child sarong skirt and Hot Shot spandex top, and Ms. Tomson is in an Endless Summer dress.



Michael Mateoli, left, in a plaid Signature shirt and Smooth Operator shorts. Kevin Contreras dons a plaid Salt Water top and Upside shorts.

SOLITUDE

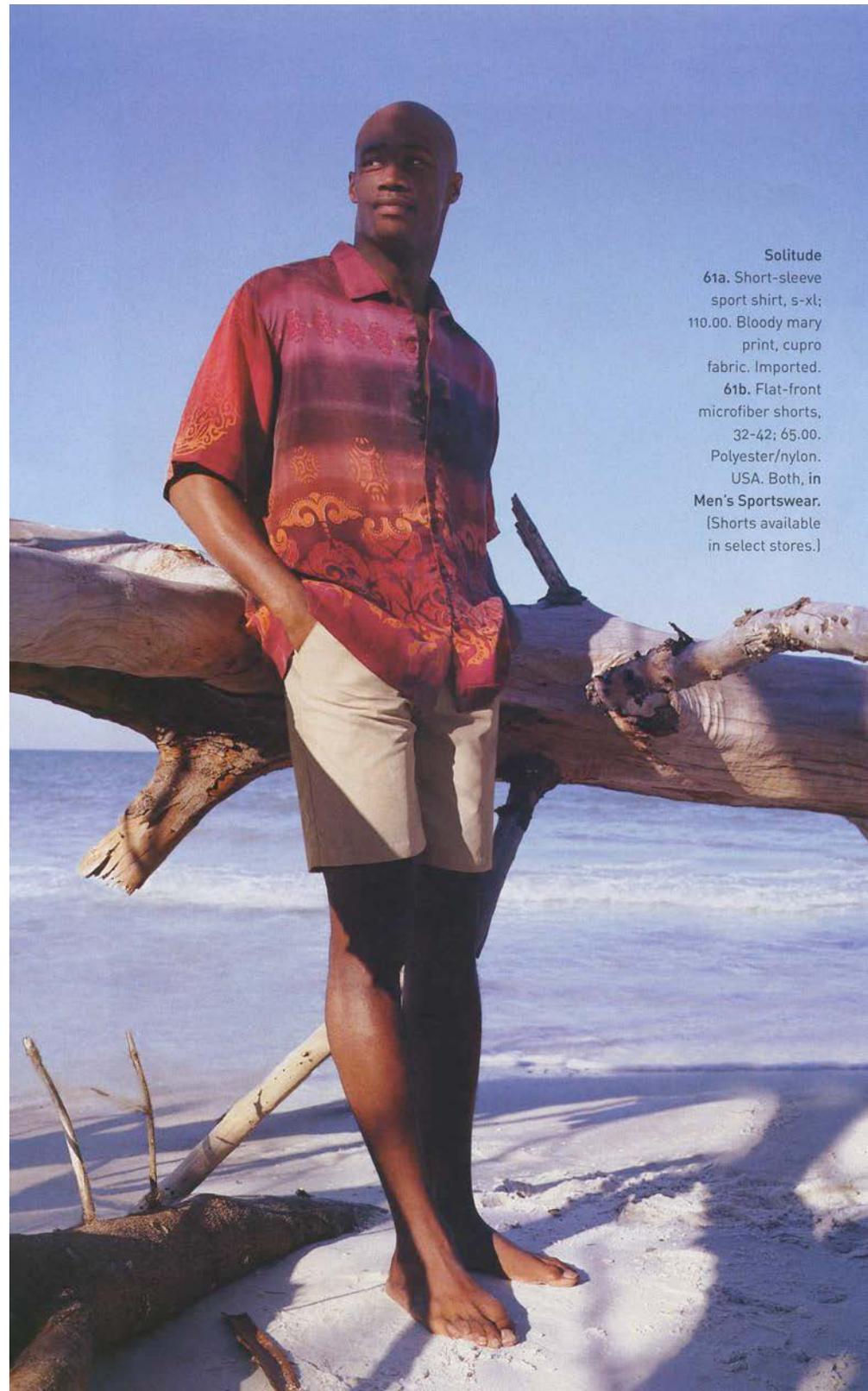


SOLITUDE

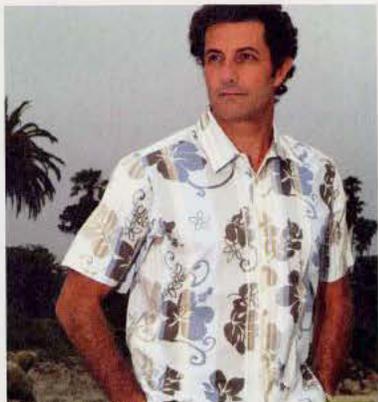


hello, sunshine

NORDSTROM



Solitude
61a. Short-sleeve
sport shirt, s-xl;
110.00. Bloody mary
print, cupro
fabric. Imported.
61b. Flat-front
microfiber shorts,
32-42; 65.00.
Polyester/nylon.
USA. Both, in
Men's Sportswear.
[Shorts available
in select stores.]



Solitude's Hawaiian Aloha shirt



New campaign by Playa by La Blanca



Tommy Bahama's Balancing Act

SUN SEEKERS

GET INTO SUMMER SPIRIT WITH THE BEST RESORT SWIM COLLECTIONS FROM THE MARKETPLACE

With resort season creeping up on the minds of buyers just as the fall collections roll into store doors, the spring swim offerings for 2004 are a tantalizing taste of brighter days to come. New prints inspired by tropical climate, mode, slimming constructions borrowed from runway trends, and innovative UV coats provide a preview of sun

TOMMY BAHAMA For spring 2004, leaner silhouettes in colorful prints and solids replace the baggy surfer look. "Long Board Short" in a playful tropical print is a slim fitting trunk with a seven-inch inseam that's perfect for the beachside cafe. Cruise for women in '04 are constructed bra silhouettes, halters on one and two-piece bodie detailing. Key colorations show new tropical prints of romantic botanical florals on dark grounds, toile-inspired and solid shades of espresso, ethnic wood, dusty pink, ivory, wine, and black. Carved metallic embellishments appear with or without beading.



Solitude's Horizon boardshorts

SOLITUDE Former surfer Shaun Tomson wanted a performance line to exemplify the escapist lifestyle. Built for the active man who weathers the elements, Solitude is a complete collection of casual shirts, walk shorts, pants, T's, jackets, and boardshorts focused by slimmer, European constructions and clean finishes. Performance boardshorts made of Tencel, Kupro, Modal, Polynosic, and quick-drying microfiber are crease and oil resistant and waterproof. Shorts are satin-backed, low and snug at the waist. "There are no woven labels on the inside waistband, so no chaffing," says Tomson. "The Velcro is also positioned so as not to scratch." Double sueding on the inside of the waistband feels soft against the skin. A brand new digital printing technique on the shorts results in photograph-quality prints that include seascapes, tropical florals and Asian geishas. Bright, washed-out, chalky colors like powder blues, sages and grays look as if the garments have been washed by the ocean or dried by the sun.

RIETVELD The young mens' surfwear collection, Rietveld, will debut at MAGIC to display the artistic integrity of artist, Rick Rietveld, who keeps true to his artistic surf roots while redefining the laid back surf lifestyle. Sea Angel, a new juniors' surfwear collection, features original artwork from the surfer in a quirky mix of related separates combined with rainbow brights. The overall feeling of Rietveld is vintage surf circa 1970's-1980. The collection features many key trends such as tropical punk, athletic, military, and retro surf translated into highly constructed boardshorts, aloha shirts, embellished T's, and headwear. Sea Angel staple items include trucker hats, sheer graphic ringer T's, colorblocked boardshorts, and rainbow terry wrist cuffs.



Rietveld's new vintage surf line

TOP 10

CATCH SPRING FEVER WITH MAGIC MUST-HAVES

1 Chambray Blue Silk Camp Shirt
TOMMY BAHAMA
CA 7518, 7818, MAGIC

6 Crocodile-Embossed Vintage Doctor's Bag
POESIS
CO 51521, WWD/MAGIC

2 Sunset-Inspired Cuff Links
TATEOSSIAN
DE 2809, MAGIC

7 Red and White Polka-Dot Blouse
VICARS AND TARTS
CO 51331, WWD/MAGIC

3 Geisha Girl Boardshorts
SOLITUDE
CA 5511, MAGIC

8 Pore Cell Phone Pouch
MIXX
AC 52329, WWD/MAGIC

4 Pavement Surfers Nylon Jogger
SPIKED PUNCH
ST 31409, MAGIC

9 UV Wave Suit
TUGA SUNWEAR
K 10520, MAGIC kids

5 Straw Cowboy Hat
PETER GRIMM
AC 52948, WWD/MAGIC

10 Silver Rimmed Aviators
A.J. MORGAN
AC 52434, WWD/MAGIC

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Solitude Unveils Eco-Friendly Boardshorts

Solitude is taking the water out of boardshorts—or, at least, the surf- and beach-inspired company is taking the water out of the printing process used to make them.

The Carpinteria, Calif.-based company unveiled a new collection of boardshorts that are made using a water-conserving printing technique that produces crisp designs with clear, strong colors.

Dutch firm **Stork** licensed the digital-printing process to the men's and women's apparel label for the Summer season.

The process applies inkjet printing directly to the cut pieces without creating water waste. Screen and flatbed printing, in comparison, cre-



DIGITAL DESIGNS: Solitude struck a deal with Holland-based Stork for the exclusive license to use Stork's digital-printing technology on Solitude boardshorts.

ate 1 liter of waste water for each pair of boardshorts made, said Carla Tomson, designer and co-owner of Solitude.

“Boardshorts take about a yard of fabric, and, if you think of the wastage, a liter of water is a lot,” said Tomson.

Digital printing uses water-based inks, and the printing process creates fewer waste chemicals than other printing methods and does not waste any water, according to the company. Patterns can be printed directly from the desktop, and there are no color limitations or minimum run lengths for each design.

The process costs more than other printing

methods, but the environmental benefit is important to Tomson and her husband and business partner, pro-surfer Shaun Tomson, who received the Environmentalist of the Year award from the **Surfer Industry Manufacturers Association** last year.

Carla Tomson said that despite the added costs of digital printing, the company has not increased the price of the digitally printed boardshorts.

Solitude holds a six-month exclusive license for Stork's technology, which Carla Tomson hopes will give the small company an edge over larger competitors.

“To compete with bigger companies and have something exclusive is very hard,” she said. “We teamed with a European company and are the first to bring digital printing to boardshorts. We think it's going to be a whole new direction for the industry.”—*Alison A. Nieder*

Oxford Buys Solitude; '06 Penney Launch Set

By JEAN E. PALMIERI

LAS VEGAS — Michael Setola has been in search of a little solitude, and he's found it.

Setola, president of Oxford Industries, was the catalyst for the company's latest purchase last week of a California lifestyle brand named Solitude. The Santa Barbara, Calif.-based label was launched in 1997 by acclaimed professional surfer Shaun Tomson and his wife, Carla.

The label is currently sold at 370 upscale department and specialty stores, including Barneys New York, Fred Segal, Nordstrom and "surf shops in the Hamptons," Shaun Tomson said.

However, starting in spring 2006, Solitude will launch at 500 J.C. Penney stores, according to Setola. The collection will be offered to other retailers as well, he noted.

"This is a great brand opportunity

for us," Setola said during an interview at the MAGIC trade show days after the deal was consummated. "We really believe in the product."

Solitude, which will include a full collection of knit and woven shirts, shorts and pants, boxers, swimwear, T-shirts, caps, eyewear and footwear, is targeted to the 25- to 45-year-old "who wants to escape the pressures of life and is seeking solitude. It's all about escaping to an island just over the horizon." Prices will average \$42 for woven shirts, \$45 for pants and \$35 for shorts.

A native of South Africa, Tomson spent 16 years on the pro-surfing circuit and was at one time the world's top surfer. "I'm still very passionate about surfing," said Tomson, who also serves as chairman of the advisory board of The Surfrider Founda-



SHAUN AND CARLA TOMSON
WITH MIKE SETOLA

tion, a nonprofit environmental organization working to preserve the beauty of America's oceans, waves and beaches.

Setola said the line, which will continue to be designed by Carla Tomson in Santa Barbara, "is an extension of their lives." The logo reflects the line's sense of "perfect balance," Carla Tomson said, since it is the same both right side up and upside down. "It's important to have balance in life."

Shaun Tomson said the line had been self-financed and that Dick Baker, CEO of Ocean Pacific, introduced him to Setola about three months ago. "We're really excited about the opportunity to take the brand to wider distribution," he said.

Solitude will continue to use the same fabrics and suppliers, but Oxford will now handle the sourcing, production and back-office components of the line. It will be run within the company's "Island Lifestyle zone," Setola said, which includes Tommy Bahama.

"We haven't compromised on the integrity of the design or the quality of the merchandise," Setola said. "We're just incorporating it into our infrastructure."

Setola said he expects to add "environments into Penney's," and Shaun Tomson will go on an "aggressive tour" to promote the line.

COVER PHOTO BY ROBERT MITRA / COTTON AND METAL SUIT, COTTON/LINEN SWEATER, COTTON SHIRT AND LEATHER BRACELET BY KENNETH COLE COLLECTION

PHOTOS BY BRYAN HARAWAY

Penney's Gets Solid With Solitude

Exclusive California surf brand to roll out to 500 stores for spring

By JEAN E. PALMIERI

NEW YORK — Solitude has enjoyed encouraging early success in its J.C. Penney debut.

The California lifestyle brand, inspired by surf legend Shaun Tomson, had a test run in 92 Penney's stores right before holiday, and the results were overwhelmingly positive.

"We wanted to see how our resort stores would react, so we put it out there with some ambiance," said Lana Cain Krauter, executive vice-president and GMM of men's apparel for Penney's. "And virtually everything did well," added Cindy Stark, Penney's divisional vice-president/DMM of men's sportswear and Big & Tall. Top-sellers included the sandwashed poplin prints and T-shirts, Stark said. "They have a great hand and a beautiful fit."

Tomson, whose wife, Carla, designs Solitude, said the test run "exceeded our expectations. He pointed to the fact that Penney's is selling the line as a 'lifestyle collection' as one of the reasons for its success. "They didn't come in and cherry-pick the line but bought a wide spectrum."

Krauter said Solitude will roll out to 500 stores for spring and will be housed in a "very lifestyle environment that will lead into our men's women's area. It will be a very pulled-together environment and will be very Shaun. It will have lots of texture and will be very arresting. It will pull



CARLA AND SHAUN TOMSON WITH LANA CAIN KRAUTER

CINDY STARK



THREE LOOKS FROM THE SPRING COLLECTION

our customers in and make them want to go to the beach."

She said Penney's has tried to offer lifestyle brands in the past, but "they never got any traction. But Shaun and Carla epitomize [that California beach] lifestyle. It's an aspirational collection with great fabrics that is also easy-care. There's nothing that can't go in the washing machine,

so that provides a lot of value. We believe Solitude has got a lot of legs."

Tomson will be front and center in the marketing of Solitude, Stark said, and will be featured in ads and ancillary materials.

Penney's negotiated an exclusive for Solitude with the brand's new owners, Oxford Industries, which purchased the brand at the end of last summer. Tomson said the brand had previously sold at upper-end department stores such as Nordstrom as well as surf shops, but at significantly higher prices. Oxford's manufacturing proficiency allowed the collection to reduce its prices while still using the same fabrics, Tomson said.

At Penney's, retail prices range from \$42 to \$45 for woven cotton shirts and \$38 to \$50 for shorts and pants in linen and sanded microfiber.

The line was founded by the Tomsons in 1997 and is targeted to the 25- to 50-year-old man. Shaun Tomson spent 16 years on the pro surfing circuit and was once the world's top surfer.

Penney's, the Tomsons and Oxford hosted a party here last week to introduce the line to the press.

News in Brief

it's all inside.

JCPenney

stores catalog .com

introducing
SOLITUDE

unique clothing for a relaxed state of mind

27⁹⁹
CAMP SHIRT OR KHAKIS
Men's sizes. Orig. \$42 ea.
Sale \$27.99. Tee. Orig. \$20.

33% OFF
ENTIRE STOCK
SOLITUDE MEN'S
SPORTSWEAR

cotton, terry cloth, velour, silk and microfiber.

A new men's collection, inspired by Hall of Fame surfer Shaun Tomson.

Obituary

Men's Wear Veteran William Flink, 79

NEW YORK — Funeral services were held for William A. (Bill) Flink, 79, who died of natural causes on Jan. 6 in Durango, Colo. He retired in 1999 after a long career in the men's wear industry.

Known as a people person with a great eye for style, he began his career at Marshall Field, Chicago, and later joined the Cricketeer division of the former Joseph & Feiss Co. He then went on to hold key merchandising and sales posts at Fashion Park Clothes and PBM Clothes, where he helped introduce the Bill Bliss brand. In 1974 he launched his own Lee Wright designer label. Flink joined Hickey Freeman in 1982 and subsequently headed up various divisions, including Bobby Jones golf apparel. After that, he focused on golf apparel as a consultant to the Callaway and Corno brands. He then brought this expertise to Burberry in 1997 to create a golf collection. Following that, Flink became a consultant to Mancillas International before moving to Colorado after his retirement.

He is survived by his wife, Frances, and brother Robert. Contributions to the Bill Flink Memorial Fund at the Watermill Museum, Watermill, N.Y., are suggested.

PHOTOS BY DAN D'ERRICO

BIZ NEWS

DOW -2.49
10,959.87

NASDAQ +0.35
2,317.04

Penney to push private brands

BY LAUREN COLEMAN-LOCHNER
BLOOMBERG NEWS

J.C. PENNEY, the nation's third-largest department-store company, is adding private-label brands in clothing and furniture as it seeks to win middle-income shoppers.

The retailer will introduce a line of casual men's clothing called Solitude to 500 stores in February.

The resort wear, created by surfer Shaun Tomson and his wife, Carla, a fashion designer, will cost \$38 to \$50, the company said yesterday in a statement.

J.C. Penney will this spring add a modern furniture-collection Studio and a new juniors clothing line, spokeswoman Daphne Avila said in an interview.

CEO Myron Ullman is increasing the company's private brands to capture middle-income shoppers searching for new choices after recent retail mergers.

"We're certainly looking to expand our menswear offerings," Avila said.

The company just introduced \$600 Italian-label suits under its traditional Stafford brand to about 500 stores, Avila said, and will also begin offering Italian-made suits under its J. Ferrar line, which is aimed at younger men.

J.C. Penney added a new casual women's clothing line, a.n.a, which stands for "a new approach."

The collection, which includes gaucho pants for \$25, was introduced late last month and should be in all stores by the end of this month.

The company is planning extensions of existing brands as well.

It will introduce the Miss Bisou clothing collection for juniors this spring.

It started selling the Bisou Bisou women's sportswear line by designer Michele Bohbot in February 2003.

Shares of J.C. Penney, which operates 1,017 stores, fell 12 cents to \$56.73 last Friday, the last day of trading.

The markets were closed yesterday in observance of the Martin Luther King Jr. holiday.



Husband-and-wife team of surfer Shaun Tomson and designer Carla will key in on sportswear for J.C.

27⁹⁹
SOLITUDE WOVEN SHIRTS
Orig. \$42.

YOUR CHOICE
29⁹⁹
SOLITUDE WOVEN SHIRT OR PANTS
Orig. \$45 & \$50.
Sale 39.99
Windbreaker.
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33% OFF
ENTIRE STOCK
SOLITUDE SPORTSWEAR

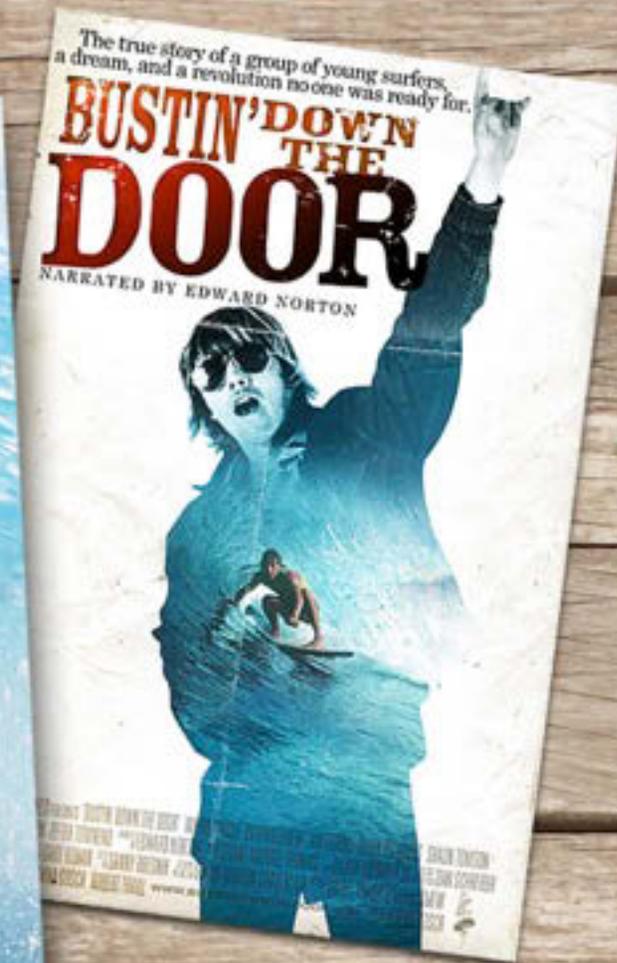
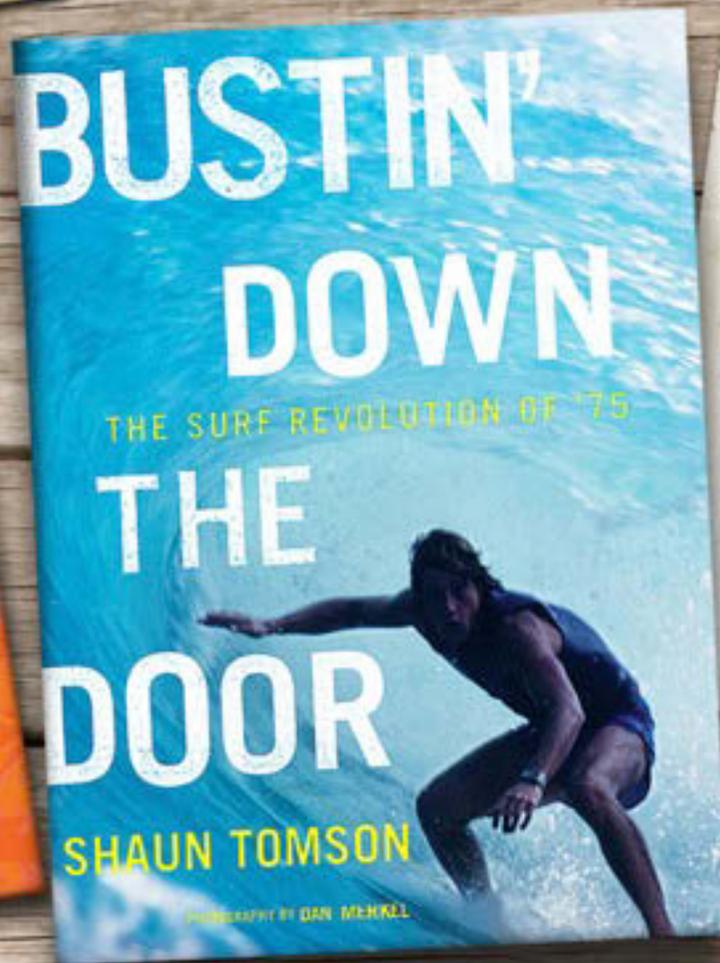
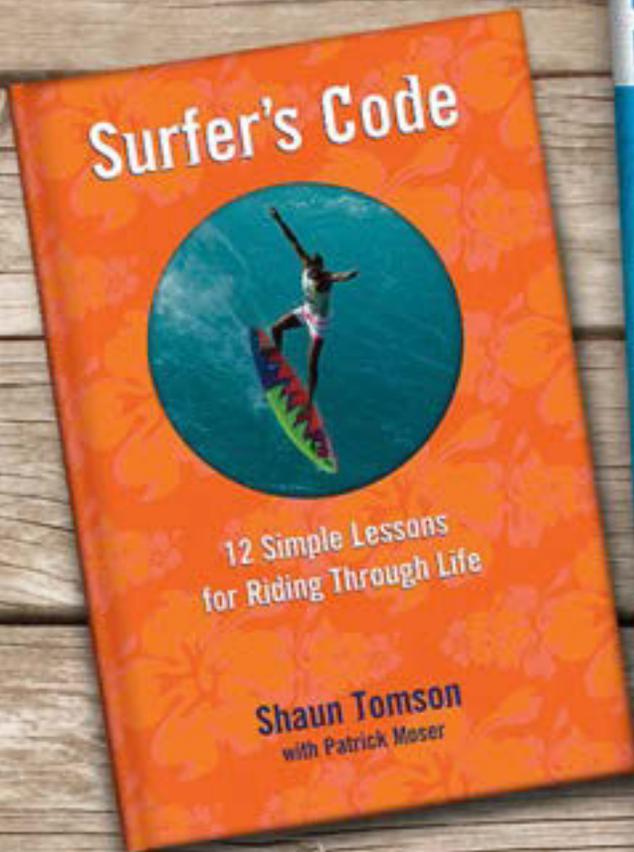
SOLITUDE

unique clothing for a relaxed state of mind

24⁹⁹
SOLITUDE SHORTS
Orig. \$38
Sale 27.99
Woven shirt.
Orig. \$42.

12⁹⁹ SOLITUDE TEES
Orig. \$20.

AWARD WINNING
FILMS AND BOOKS



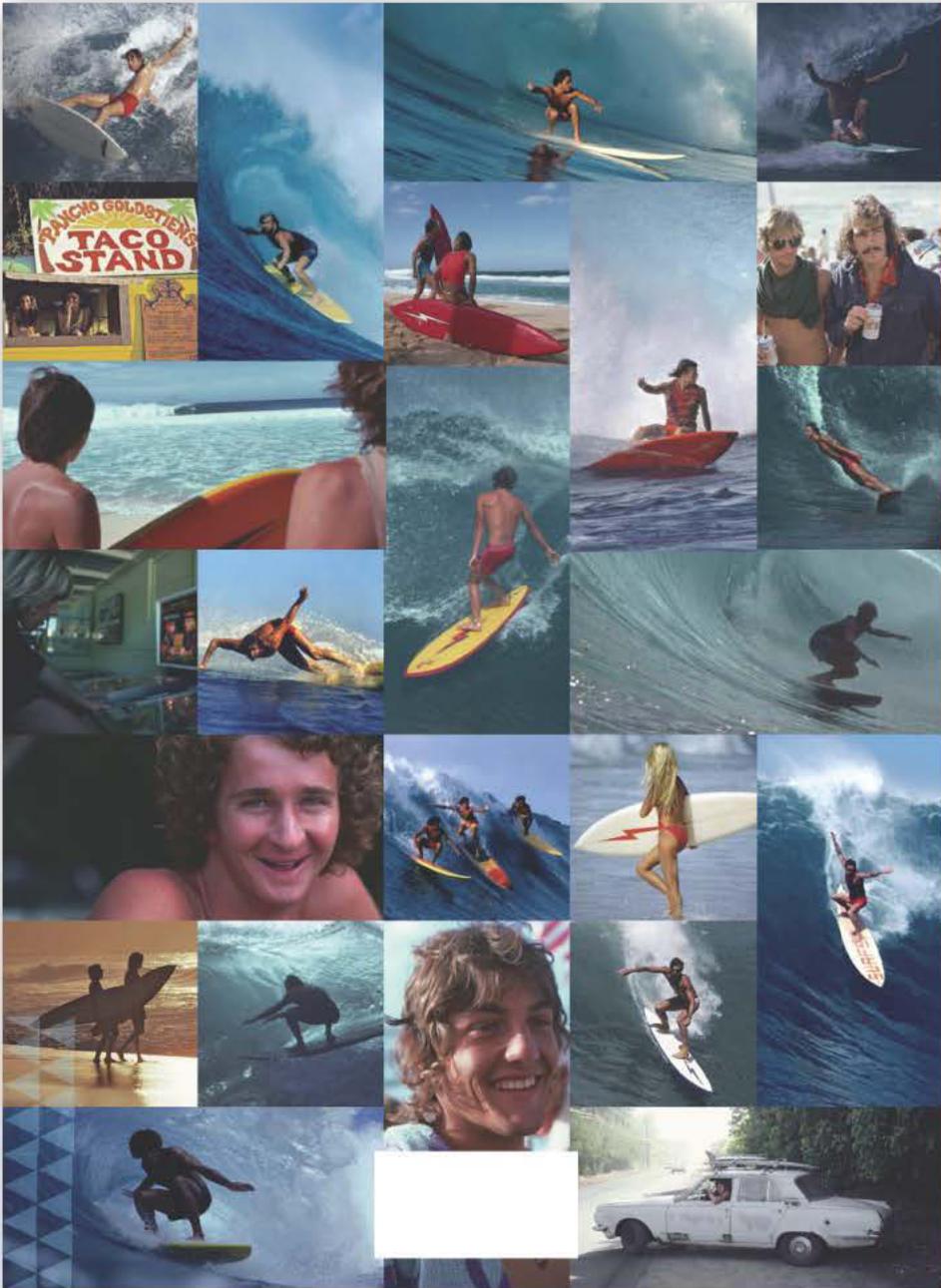
Surfer's Code:
LOS ANGELES TIMES

R18

LOS ANGELES TIMES BOOK REVIEW

SUNDAY, DECEMBER 10, 2006

FAVORITE BOOKS OF 2006



BUSTIN'
DOWN THE
DOOR
THE SURF REVOLUTION OF '75
SHAUN TOMSON
PHOTOGRAPHY BY DAN MERKEL

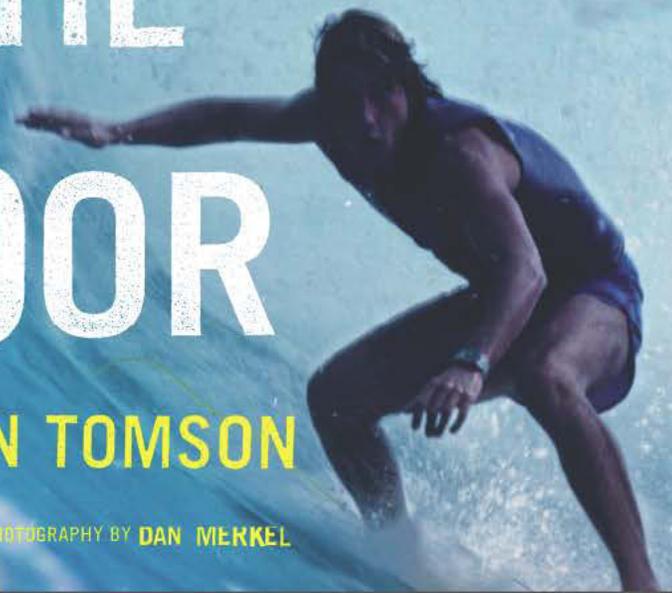
BUSTIN' DOWN

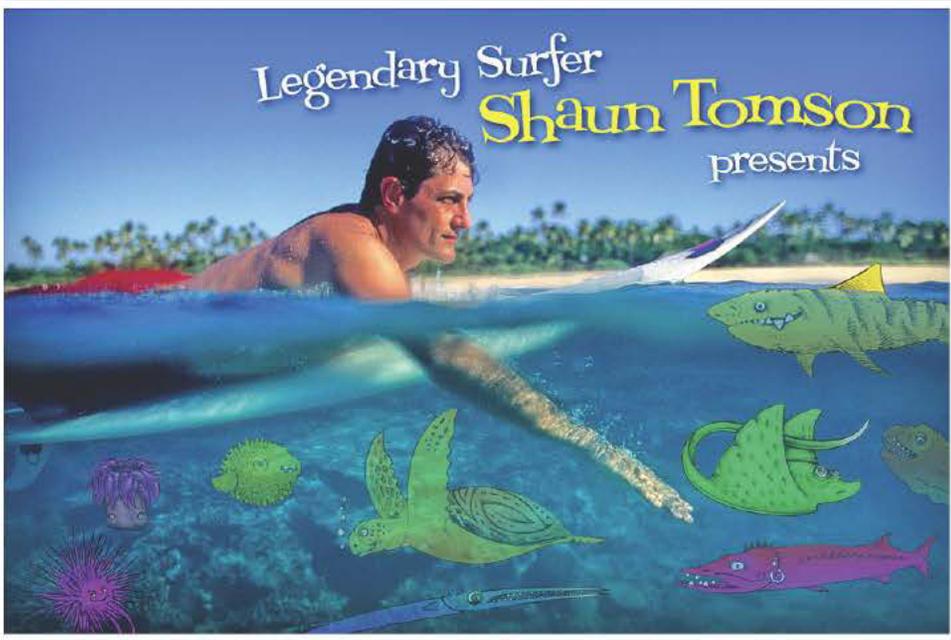
THE SURF REVOLUTION OF '75

THE DOOR

SHAUN TOMSON

PHOTOGRAPHY BY DAN MERKEL





Krazy Kreaturez Series
Books and Apps 2011



Shaun Tomson's presentation to more than 150 members was a splashing success! Entertaining and educational, the program was a hit with both the kids and their parents. They learned first-hand about Shaun's adventures and why they should care about the ocean's creatures even if they have never been on a surfboard.

Pamela Bucklinger, Manager, Smithsonian

Lectures & Symposia

Home | Activities & Events | Lectures & Symposia



Surf Creatures by Shaun Tomson

When: 11 a.m., February 19
Where: National Zoo Visitor Center Auditorium

This event is free and open to the public. → [RSVP now.](#)

Come enjoy a book reading by surf legend and environmentalist Shaun Tomson. Tomson has been listed as one of the 25 most influential surfers of the century, and one of the 16 greatest surfers of all time. He is the author of the best-selling book *Surfer's Code: 12 Simple Lessons for Riding Through Life* and the producer of the award-winning documentary film *Bustin' Down the Door*.



Shaun Tomson and surf creatures

Entertaining and educational, Tomson's beautifully illustrated presentation takes children on a whimsical journey through the actual and imagined activities of these unique inhabitants of the ocean. As a board member of Surfrider Foundation, Shaun will also outline a few simple steps that children can take to preserve and protect the ocean environment.

- Upcoming Lectures
- RSVP
- Webcast Archive
- Special Events & Celebrations

Related Resources

Adult Classes



Mike Henley, invertebrate biologist

Surf Creatures is Tomson's first children's book, which is available digitally on the iPhone and iPad. It introduces young readers to 26 of the ocean's most fierce and friendly creatures—each of which Tomson has personally encountered on his many aquatic adventures. Some of the animals featured in the book, including the octopus and the jellyfish, can be seen at the National Zoo.

After the presentation, come and meet Tomson at the Invertebrate Exhibit, and try out *Surf Creatures* on the iPad for yourself! Also, meet Zoo biologist Mike Henley, and watch him feed the Zoo's octopus with Tomson.

This presentation is open to people of all ages, but is geared toward children between three and nine years old.

11 a.m.-12 p.m.	<i>Surf Creatures</i> reading
1-2 p.m.	Special demos and feedings at the Invertebrate Exhibit

This event is free and open to the public. → [RSVP now.](#)

An easy-to-use iPhone Application Written by World Champion Surfer Shaun Tomson



Choosing the correct surfboard and equipment can be challenging, whether you are just starting out or have been surfing for many years.

This application will help make sense of the shape and design features that make up a surfboard – from rocker to roll, rails to tails, fins to foils – and assist in making the best, most informed choice from a multitude of possibilities. It also gives an overview and explanation of the best equipment to go along with a surfboard to make the most of the surfing experience.

Shaun started surfing in 1965 and over the years has taught hundreds of people how to surf. He has worked with over 40 of the world's greatest surfboard

"An excellent overview of surfboards and surfboard design." Al Merrick, Channel Islands Surfboards

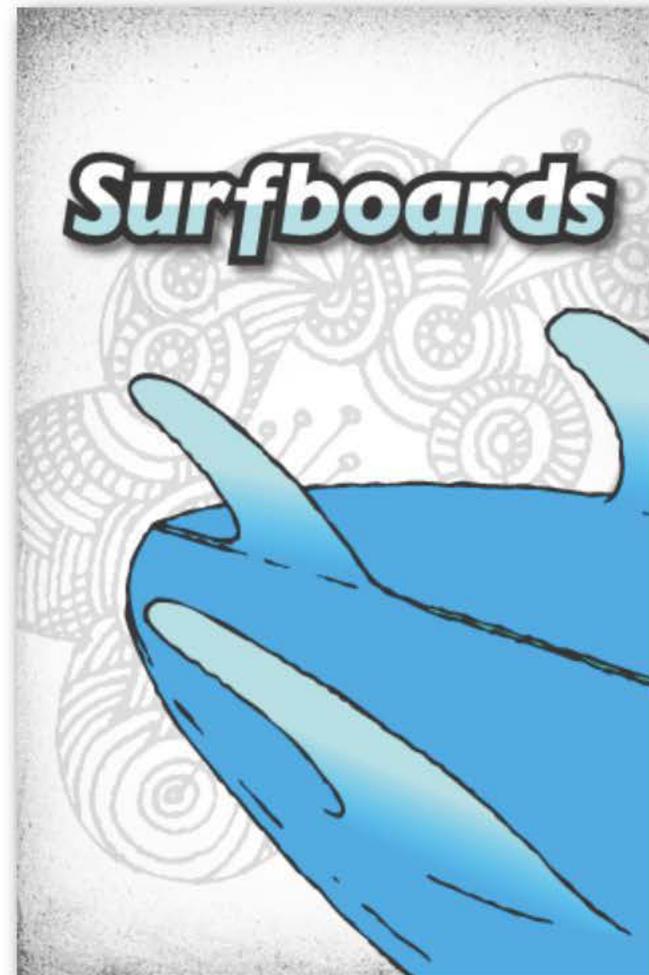
shapers and has a broad knowledge of surfboard design and equipment, which he outlines in clear, simple terminology. You can buy the "Surfing" application at the Apple iTunes store for \$1.99

"When I am out in the line up I often see people struggling on unsuitable equipment, teeny submarine-like boards that might be great for an expert surfer but are inappropriate for a beginning or intermediate surfer. When a person starts out on the surfing journey, the trip can be made infinitely easier if one starts out with the right equipment. This little application is designed to do just that – help understand and select which board and equipment will be the most suitable to maximize the fun factor and make learning and improving as quick and as painless as possible."

Shaun Tomson, Santa Barbara, California, USA—shauntomson@yahoo.com

FEATURES

- 15 of the most popular surfboard shapes
- 50 hand drawn illustrations
- Ability level recommendation by shape
- 18 surfboard design features from rails to rocker
- 15 essential accessories from wetsuits to wax
- 5,000 word surfing glossary
- A Surfer's Code
- A listing of master shapers and contact information



Living by the Code

Riding the wave of business

Shaun Tomson has had to endure personal tragedy, a very public and humiliating bankruptcy in Durban and another almost fatal collapse of a business venture in Santa Barbara in the aftermath of the 9/11 horror in the United States, but he has survived and prospered. And 'passing along the stoke', or exhilarating life lessons, through his book *Surfer's Code* to audiences all over the globe has become a passionate pursuit for the former world champion.

Tomson was a professional surfer who won the coveted IPS World Championships in 1977. He was universally admired for his good looks, eloquence and athleticism.

His stylistic approach to tube riding also endeared him to crowds. He used a unique style of pumping and weaving through and around collapsing sections of the barrel.

But what was not as widely known about Tomson among non-surfing audiences, was his longevity.

He was among the top-six ranked surfers in the world for nine straight years from 1977 to 1985, and spent 14 years on the World Tour.

Tomson was also recently listed as one of the 16 greatest surfers of all time.

Asked about the secret of his excellence and longevity, Tomson says he subscribes to Malcolm Gladwell's 10 000-hour rule (Gladwell said in his book *Outliers* that the key to success in any field is, to a large extent, a matter of practising a specific task for a total of around 10 000 hours).

"But I like to take that rationale to the next step. It is practice, and then there is determination, persistence and perseverance.

"More important than all of that, is why someone practises. People practise because

they are 'stoked', because they love what they are doing.

"I loved what I was doing – surfing – probably more than anybody else in the world. It was not because I knew if I practised, I would be the best, but because I loved it," says Tomson.

During a Discovery Leadership Summit in Sandton in July, Tomson spoke about leadership and success.

A code of honour

"I said at the summit that a leader has one role and that is to inspire. Leaders like Mahatma Gandhi, Martin Luther King, Nelson Mandela, John F. Kennedy, Barack Obama and Winston Churchill inspire us to be better than we are," he told *Leadership*.

"Their inspiration comes through example of integrity, honour and optimism. Their inspiration is a reflection of who they are.

"How can you be involved with drugs, do illicit business deals, cheat on your wife and then expect to inspire other people? Charisma can only take you that far. It might open the door to you, but it all falls apart because there is no substance."

Tomson said the successful leaders were all very learned, disciplined and committed people with a frame of reference beyond their own geographic area. That notion of honour defines them.

They would do something because it is the right thing to do, not because they have to do it.

"That is why I call my book *Surfer's Code*. I don't call it 'Surfer's Law'. You do it because that is what you feel you should do in your heart.

"There is a distinction, in that code is about honour and spirit, not about law," explained Tomson.



Successful leaders were all very learned, disciplined and committed people with a frame of reference beyond their own geographic area

Making Waves

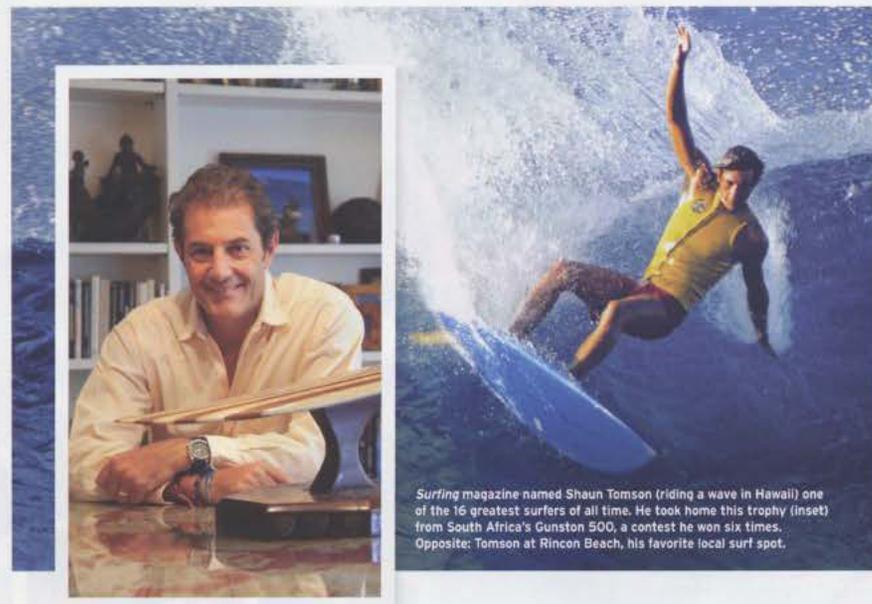
SHAUN TOMSON TAKES STEPS
FOR THE ENVIRONMENT

By Michael Kew



"There will be some waves out here this afternoon; it'll be fun."

Photography by Macduff Everton



Surfing magazine named Shaun Tomson (riding a wave in Hawaii) one of the 16 greatest surfers of all time. He took home this trophy (inset) from South Africa's Gunston 500, a contest he won six times. Opposite: Tomson at Rincon Beach, his favorite local surf spot.

A national hero in his native country and a legend in the global surfing world, Shaun Tomson has come a long way from his youth in Durban, on the east coast of South Africa. Raised in the era of apartheid, it was natural for the young man with big dreams to reach afar, beginning with a plane ticket—his bar mitzvah gift—to Hawaii, the world's surfing Mecca, followed by travels around the globe for surfing competitions and international appearances.

"I started traveling when the world was still a very, very big place," he says, "and South Africa was exceptionally far from anywhere else."

In 1977, the same year he visited Santa Barbara for the first time, Tomson was crowned world champion by International Professional Surfers (IPS). He was at the peak of his competitive career, a revolutionary surfer who, according to surf historian Matt Warshaw, "single-handedly changed the look and the parameters of high-

performance surfing."

Today the 53-year-old Montecito resident recalls falling in love with the area's beauty and its proximity to the ocean. "Here you have that connection to the Pacific," he says. "I really feel touched by something that's bigger and more important here."

"I started traveling when the world was still a very, very big place, and South Africa was exceptionally far from anywhere else."

On a recent Sunday morning at Rincon Point, Tomson, dressed casually in a brown corduroy long-sleeved shirt and blue jeans, assesses the surf. The waves are small, the air cool and misty, but there's the smiling warmth that the charismatic Tomson exudes. After all, he's an optimist.

Surfing photo: Dan Merkel



"I will catch a wave every day, even in my mind."
"I will ride and not paddle in to shore."

Ride the Wave

WISDOM FROM THE BOARD—BUT NOT THE ONE YOU'D EXPECT

These and 10 other simple rules for surfers make up Shaun Tomson's Surfer's Code. The code has gotten the former world-champion surfer over personal humps, including the bust of his first business, a clothing company in his native South Africa.

Tomson and his wife, Carla, have a 9-year-old high-end casualwear firm, Solitude, that's sold exclusively at J.C. Penney. Thomson expands on the code and applies it to business—and life—in his book *Surfer's Code: 12 Simple Lessons for Riding Through Life*, which was already in its fourth printing at press time.

ENTREPRENEUR: Can you give a couple of examples of Surfer's Code rules that you think are crucial for businesspeople?

SHAUN TOMSON: One is "I will always paddle back out." If you get wiped out in business or in life, you've got to get back on your board and paddle back out and try to catch another wave. Tenacity, determination and courage are all important ingredients for a successful athlete—and entrepreneur.

Another is "Never turn your back on the ocean." The ocean is something I really love. But if you don't keep your eyes open, it can kill you. In business, it's the same thing: If you're not aware of the environment, you can [be] destroyed.

There's another level I think it speaks to: Be associated with something you love. Once you have that, don't turn your back on that.

ENTREPRENEUR: How did your rule "I will never fight a riptide" help you decide to sign with J.C. Penney in 2005?

TOMSON: There's a trend in American apparel retailing that you need a big distribution partnership—look at Mossimo in Target stores. We didn't want to go against that.

ENTREPRENEUR: How do your rules about respecting other surfers and the ocean apply to the often-cutthroat business world?

TOMSON: Another rule is that all surfers are joined by one ocean. You need to remember that life is not about profits, sales and growth. You need to have respect for yourself and your fellow human beings. That might [seem like] an aspirational philosophy, but look at Starbucks [and] Patagonia. Business is starting to be done more ethically.

—CAROL TICE



SURF THE BREAK: Though his father's Olympic swimming career was cut short by a shark attack, "my dad instilled a love of the ocean in his kids," says Shaun Tomson. And a valuable life lesson: "Always paddle back out."

SURFING LEGEND

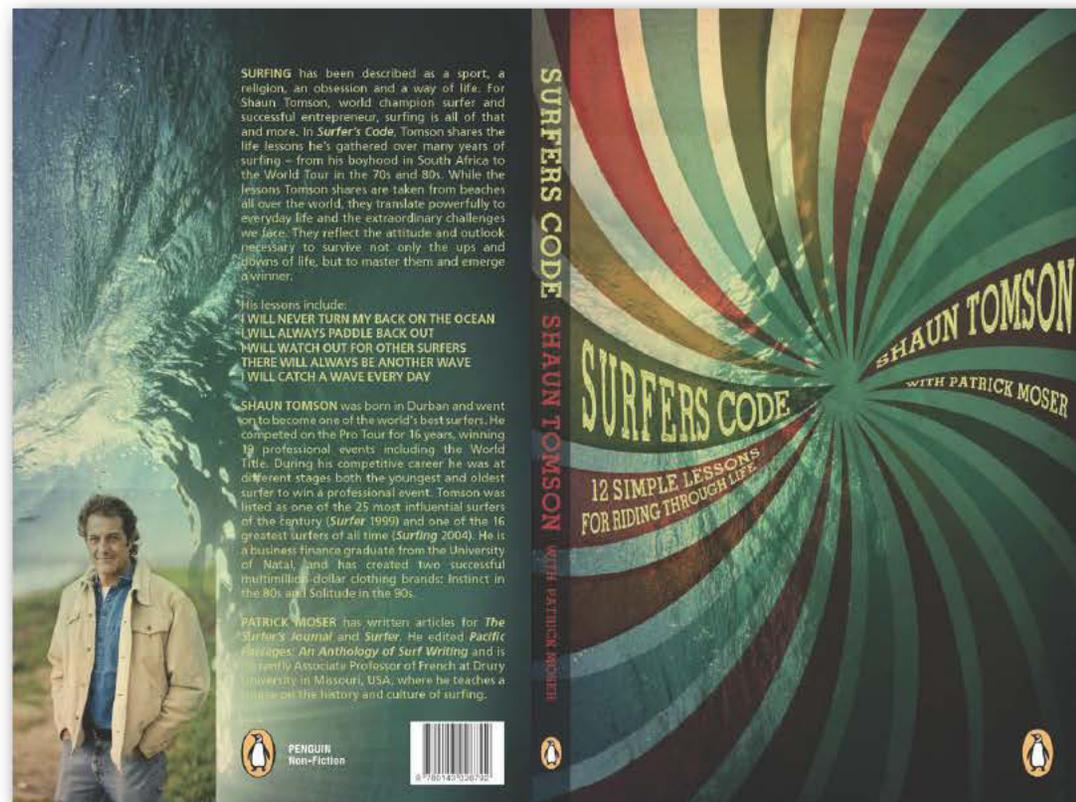


THE IMPACT OF SHAUN TOMSON

STORY BY DIANA LYLE

Shaun Tomson entered the world of surfing in the 1970s when it was wild, uncouth, and the antithesis of a gentleman's sport. Dudes hung out on the beaches living off their feral instincts with little ambition other than to catch the next great wave. But surfing was about to undergo a radical metamorphosis when Shaun Tomson entered the Hawai'ian North Shore of O'ahu—every fiber in his body the essence of the spirit of aloha. It was the winter of 1975 and the respectable, polished and well-spoken young Shaun glistened like a jewel on the island: not only did he revolutionize the way surfers rode tubes with his radical, attacking technique, but he presented the image of a consummate pro. The sport never looked back. Professional surfing was born, a multi-billion dollar industry burgeoned, and Shaun went on to attain his dream: World Champion in 1977.

PHOTO BY DAN MERKEL



Surfer's Code - 12 Simple Lessons for Business & Life

- 1. I will never turn my back on the ocean: Respect*
- 2. I will paddle around the impact zone: No short cuts*
- 3. I will take the drop with commitment: Courage*
- 4. I will never fight a rip tide: The danger of pride and egotism*
- 5. I will always paddle back out: Perseverance in the face of challenges*
- 6. I will watch out for other surfers after a big set: Responsibility*
- 7. I will know that there will always be another wave: Optimism*
- 8. I will ride and not paddle into shore: Self-esteem*
- 9. I will pass on my stoke to a non-surfer: Sharing knowledge and giving back*
- 10. I will catch a wave every day, even in my mind: Productivity*
- 11. I will realize that all surfers are joined by one ocean: Empathy*
- 12. I will honor the sport of kings: Honor*